library(readxl)

Sales\_dataset <- read\_excel("C:/Users/Anjana/Desktop/Sales\_dataset.xlsx")

View(Sales\_dataset)

DVDsales<- lm(sales~advertise+plays+attractiveness,data=Sales\_dataset)

summary(DVDsales)

Call:

lm(formula = sales ~ advertise + plays + attractiveness, data = Sales\_dataset)

Residuals:

Min 1Q Median 3Q Max

-122.728 -28.760 1.476 29.422 142.960

Coefficients:

Estimate Std. Error t value Pr(>|t|)

(Intercept) -28.140377 17.373604 -1.62 0.107

advertise 0.084642 0.006908 12.25 < 2e-16 \*\*\*

plays 3.385493 0.277723 12.19 < 2e-16 \*\*\*

attractiveness 11.333342 2.437340 4.65 6.1e-06 \*\*\*

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Signif. codes: 0 ‘\*\*\*’ 0.001 ‘\*\*’ 0.01 ‘\*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 47.1 on 196 degrees of freedom

Multiple R-squared: 0.6645, Adjusted R-squared: 0.6593

F-statistic: 129.4 on 3 and 196 DF, p-value: < 2.2e-16

Output- From this output, we have determined that the intercept is -28.140377 and the coefficient of advertise is 0.084642, for plays it is 3.385493 and for attractiveness is 11.333342.

model<--28.140377 + (0.084642\* advertise)+(3.385493\*plays)+(11.333342\*attractiveness)

This equation tells us that the predicted number of DVD sales will increase by 0.084642 for every one percent increase in the advertise, will increase by 3.385493 for every one percent increase in the plays and will increase by 11.333342 for every one percent increase in the attractiveness.

The Adjusted R-squared value is 0.6593 which means that the model can explain about 66% of the variance of the Sales variable.